

MILLARD COUNTY TOURISM PROFILE

County Indicator	2009	2010	2011	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	12,343	12,554	n/a		
Total Non-Ag Employment	3,874	3,951	n/a		
Non-Ag Avg Monthly Wage	\$2,857	\$2,945	n/a		
Per Capita Income	\$26,180	\$29,420	n/a		
Unemployment Rate*	5.4%	5.5%	n/a		
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$16,586,820	\$17,387,910	\$18,135,216	4.3%	22
Travel & Tourism Related Employment	319	327	328	0.3%	22
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$869,238	\$909,399	\$956,454	5.2%	22
Transient Room Tax	\$100,880	\$105,569	\$117,004	10.8%	22
Retail Sales					
Gross Taxable Retail Sales	\$148,066,113	\$173,416,064	\$167,516,018	-3.4%	20
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	617,207	662,659	668,833	0.9%	
Palisade S.P.	313,501	141,458	167,869	18.7%	
Yuba S.P.	194,947	225,213	140,965	-37.4%	
Fremont Indian S.P.	82,486	78,055	101,993	30.7%	
Territorial Statehouse S.P.	20,562	8,817	22,564	155.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology changed in 2010

r = revised

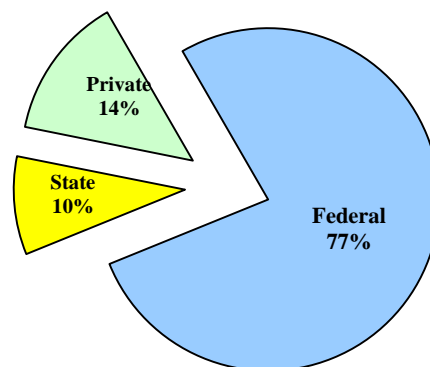
Land Ownership - 2011	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2011



Millard County Tourism Profile

